



WEWS

ORDER

Print Date 10/03/12

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Flight Dates **09/19/12-10/14/12**

Contract / Revision **304167 /**

Original Date / Revision
07/10/12 10/03/12

Advertiser **Republican Jewish Coalition**

Agency **Jamestown Associates**

Buying Contact

**5 Mapleton Road
Suite 300
Princeton, NJ 08540**

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Product

Issue. **RJC 09.17-10.14.12**

Agency Com 15%

Billing Contact

**5937 Jones Creek Road, Suite B
Baton Rouge, LA 70817**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	96	\$94,520.00	\$111,200.00	0.00	08/27/12	09/30/12	96	\$94,520.00	\$111,200.00
October 2012	23	\$23,332.50	\$27,450.00	0.00	10/01/12	10/14/12	23	\$23,332.50	\$27,450.00
Totals	119	\$117,852.50	\$138,650.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	09/19/12	10/14/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	5	\$450.00	P-2	0.00	NM	12	\$6,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--	5					\$450.00		0.00			
Week:		09/24/12	09/30/12	M--TF--	5					\$550.00		0.00			
Week:		10/01/12	10/07/12	MT-----	2					\$550.00		0.00			



WEWS

Print Date: 10/03/12

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Contract / Revision **304167** Flight Dates **09/19/12-10/14/12**

Hiatus Dates

Original Date / Revision 07/10/12/ 10/03/12

Order Sep 00:20:00

Advertiser **Republican Jewish Coalitic** Product **Issue. RJC 09.17-10.14.12** Estimate #

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WEWS	09/19/12	10/14/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	5	\$450.00	P-2	0.00 NM	12	\$6,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/08/12	10/14/12	-----		0				\$0.00		0.00		
N 2	WEWS	09/19/12	10/14/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	5	\$500.00	P-2	0.00 NM	14	\$7,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/17/12	09/23/12	--WTF--		5				\$500.00		0.00		
	Week:	09/24/12	09/30/12	M--TF--		5				\$600.00		0.00		
	Week:	10/01/12	10/07/12	MTWTF--		3				\$600.00		0.00		
	Week:	10/08/12	10/14/12	MTWTF--		1				\$600.00		0.00		
N 3	WEWS	09/19/12	10/14/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	5	\$450.00	P-2	0.00 NM	13	\$6,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/17/12	09/23/12	--WTF--		5				\$450.00		0.00		
	Week:	09/24/12	09/30/12	M--TF--		5				\$550.00		0.00		
	Week:	10/01/12	10/07/12	MTW----		3				\$550.00		0.00		
	Week:	10/08/12	10/14/12	MTWTF--		1				\$550.00		0.00		
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg Type</u>		
	17	WEWS	10/08/12-10/14/12	M-F 9-10a		9-10a		MTWThF----	:30	(\$550.00)		0.00 NM		
	Credited													
N 4	WEWS	09/19/12	10/14/12	M-F 12-1230pm News M-F 12-1p News	CM	12-1p	MTWTF--	:30	5	\$900.00	P-1	0.00 NM	12	\$11,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/17/12	09/23/12	--WTF--		5				\$900.00		0.00		
	Week:	09/24/12	09/30/12	M--TF--		5				\$1,000.00		0.00		
	Week:	10/01/12	10/07/12	MT-----		2				\$1,000.00		0.00		
	Week:	10/08/12	10/14/12	-----		0				\$0.00		0.00		
N 5	WEWS	09/19/12	10/14/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	5	\$1,400.00	P-1	0.00 NM	10	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/17/12	09/23/12	--WTF--		5				\$1,400.00		0.00		
	Week:	09/24/12	09/30/12	M--TF--		3				\$1,600.00		0.00		
	Week:	10/01/12	10/07/12	MTWTF--		1				\$1,600.00		0.00		
	Week:	10/08/12	10/14/12	MTWTF--		1				\$1,600.00		0.00		
N 6	WEWS	09/19/12	10/14/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	5	\$1,800.00	P-1	0.00 NM	14	\$27,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/17/12	09/23/12	--WTF--		5				\$1,800.00		0.00		
	Week:	09/24/12	09/30/12	M--TF--		5				\$2,000.00		0.00		
	Week:	10/01/12	10/07/12	MTWTF--		3				\$2,000.00		0.00		
	Week:	10/08/12	10/14/12	MTWTF--		1				\$2,000.00		0.00		
N 7	WEWS	09/19/12	10/14/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	MTWTF--	:30	3	\$1,800.00	P-2	0.00 NM	8	\$15,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/17/12	09/23/12	--WTF--		3				\$1,800.00		0.00		
	Week:	09/24/12	09/30/12	M--TF--		3				\$2,000.00		0.00		
	Week:	10/01/12	10/07/12	MTWTF--		1				\$2,000.00		0.00		
	Week:	10/08/12	10/14/12	MTWTF--		1				\$2,000.00		0.00		
N 8	WEWS	09/19/12	09/21/12	M-F 7-730p 7-730p The List	CM	7-730p	--WTF--	:30	5	\$1,600.00	P-1	0.00 NM	5	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/17/12	09/23/12	--WTF--		5				\$1,600.00		0.00		



WEWS

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Contract / Revision **304167** Flight Dates **09/19/12-10/14/12**

Hiatus Dates

Original Date / Revision 07/10/12/ 10/03/12

Order Sep 00:20:00

Advertiser **Republican Jewish Coalitic** Product **Issue. RJC 09.17-10.14.12** Estimate #

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 9	WEWS	09/19/12	09/21/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	-- WTF--	:30	5	\$1,800.00	P-1	0.00 NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/17/12	09/23/12	-- WTF--	5		\$1,800.00		0.00					
N 10	WEWS	09/19/12	10/14/12	M-SU 11-1135P Late News M-SU 11-1135P Late Nev	CM	11-1135p	MTWTF--	:30	3	\$2,200.00	P-2	0.00 NM	6	\$13,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/17/12	09/23/12	-- WTF--	3		\$2,200.00		0.00					
Week:		09/24/12	09/30/12	M--TF--	2		\$2,400.00		0.00					
Week:		10/01/12	10/07/12	MTWTF--	2		\$2,400.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
7	WEWS	10/01/12-10/07/12		M-SU 11-1135P Late News		11-1135p	MTWThF----	:30		(\$2,400.00)		0.00 NM		
Credited														
Week:		10/08/12	10/14/12	-----	0		\$0.00		0.00					
N 11	WEWS	09/19/12	10/14/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	2	\$500.00	P-2	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/17/12	09/23/12	-----S-	2		\$500.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WEWS	09/17/12-09/23/12		SA GMA 8-9a		8-9a	-----Sa--	:30		(\$500.00)		0.00 NM		
See MG 15.18,15.19,15.20,15.21														
[n/a]														
2	WEWS	09/17/12-09/23/12		SA GMA 8-9a		8-9a	-----Sa--	:30		(\$500.00)		0.00 NM		
See MG 15.18,15.19,15.20,15.21														
[n/a]														
Week:		09/24/12	09/30/12	-----S-	1		\$600.00		0.00					
Week:		10/01/12	10/07/12	-----S-	1		\$600.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
4	WEWS	10/01/12-10/07/12		SA GMA 8-9a		8-9a	-----Sa--	:30		(\$600.00)		0.00 NM		
Credited														
Week:		10/08/12	10/14/12	-----S-	1		\$600.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
5	WEWS	10/08/12-10/14/12		SA GMA 8-9a		8-9a	-----Sa--	:30		(\$600.00)		0.00 NM		
Credited														
N 12	WEWS	09/19/12	10/14/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$500.00	P-2	0.00 NM	3	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/17/12	09/23/12	-----S	2		\$500.00		0.00					
Week:		09/24/12	09/30/12	-----S	1		\$600.00		0.00					
Week:		10/01/12	10/07/12	-----S	1		\$600.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
4	WEWS	10/01/12-10/07/12		SU GMA 8-9A		8-9a	-----Su	:30		(\$600.00)		0.00 NM		
Credited														
Week:		10/08/12	10/14/12	-----S	1		\$600.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
5	WEWS	10/08/12-10/14/12		SU GMA 8-9A		8-9a	-----Su	:30		(\$600.00)		0.00 NM		
Credited														
N 13	WEWS	09/19/12	10/14/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$1,200.00	P-1	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/17/12	09/23/12	-----S	1		\$1,200.00		0.00					
Week:		09/24/12	09/30/12	-----	0		\$0.00		0.00					
Week:		10/01/12	10/07/12	-----	0		\$0.00		0.00					



WEWS

Contract / Revision **304167** Flight Dates **09/19/12-10/14/12**

Hiatus Dates

Original Date / Revision 07/10/12/ 10/03/12

Order Sep 00:20:00

Advertiser **Republican Jewish Coalitio** Product/Issue **RJC 09.17-10.14.12** Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 13	WEWS	09/19/12	10/14/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----	0					\$0.00		0.00			
N 14	WEWS	09/19/12	10/14/12	M-F 3-4P Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	4	\$800.00	P-2	0.00	NM	8	\$6,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--	4					\$800.00		0.00			
Week:		09/24/12	09/30/12	M--TF--	3					\$900.00		0.00			
Week:		10/01/12	10/07/12	MTWTF--	1					\$900.00		0.00			
Week:		10/08/12	10/14/12	-----	0					\$0.00		0.00			
N 15	WEWS	09/19/12	10/14/12	M-F 1135p-1202a Nightline M-F 1135p-1202a Nightline	CM	1135p-1207x	MTWTF--	:30	4	\$800.00	P-2	0.00	NM	6	\$6,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--	4					\$800.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	VEWS	09/17/12-09/23/12	M-F 1135p-1202a Nightline	1135p-1207x			--WThF----	:30		(\$800.00)		0.00	NM		
See MG 15.18,15.19,15.20,15.21 [na]															
3	VEWS	09/17/12-09/23/12	M-F 1135p-1202a Nightline	1135p-1207x			--WThF----	:30		(\$800.00)		0.00	NM		
See MG 15.18,15.19,15.20,15.21 [tp oversold]															
4	VEWS	09/17/12-09/23/12	M-F 1135p-1202a Nightline	1135p-1207x			--WThF----	:30		(\$800.00)		0.00	NM		
See MG 15.18,15.19,15.20,15.21 [per bill]															
17	VEWS	09/17/12-09/23/12	M-F 1135p-1202a Nightline	1135p-1207x			--WThF----	:30		(\$800.00)		0.00	NM		
See MG 15.18,15.19,15.20,15.21 [n/a]															
18	VEWS	09/27/12-09/28/12	M-F 1135p-1202a Nightline	1135p-1207x			---ThF----	:30		\$1,600.00		0.00	NM		
Ⓜ MG for 15.4,15.2,15.17,11.1,15.3,11.2															
19	VEWS	09/27/12-09/28/12	M-F 1135p-1202a Nightline	1135p-1207x			---ThF----	:30		\$1,600.00		0.00	NM		
Ⓜ MG for 15.4,15.2,15.17,11.1,15.3,11.2															
20	VEWS	10/01/12-10/05/12	M-F 9-10a	9-10a			MTWThF----	:30		(\$500.00)		0.00	NM		
Ⓜ Credited															
21	VEWS	10/01/12-10/05/12	M-F 9-10a	9-10a			MTWThF----	:30		(\$500.00)		0.00	NM		
Ⓜ Credited															
Week:		09/24/12	09/30/12	M--TF--	4					\$900.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
6	VEWS	09/24/12-09/30/12	M-F 1135p-1202a Nightline	1135p-1207x			M--ThF----	:30		(\$900.00)		0.00	NM		
Unresolved [pol/romney]															
7	VEWS	09/24/12-09/30/12	M-F 1135p-1202a Nightline	1135p-1207x			M--ThF----	:30		(\$900.00)		0.00	NM		
Unresolved [hra/pol/p1]															
Week:		10/01/12	10/07/12	MTWTF--	4					\$900.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
11	VEWS	10/01/12-10/07/12	M-F 1135p-1202a Nightline	1135p-1207x			MTWThF----	:30		(\$900.00)		0.00	NM		
Credited															
12	VEWS	10/01/12-10/07/12	M-F 1135p-1202a Nightline	1135p-1207x			MTWThF----	:30		(\$900.00)		0.00	NM		
Credited															
Week:		10/08/12	10/14/12	MTWTF--	4					\$900.00		0.00			

